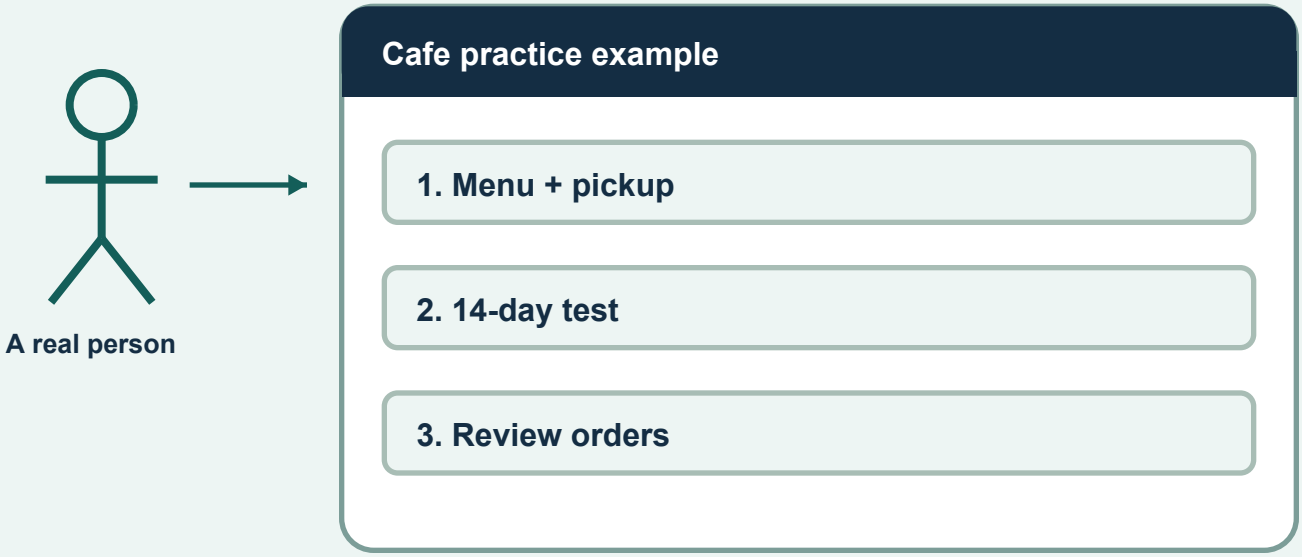
Walk through a cafe example

What this means

A worked example shows what doing the task can look like. These cafe details and numbers are fictional practice data, not promised business results.

A real-life example

The cafe improves pickup instructions and points its counter sign and one post to the soup menu for 14 days. It then reviews what happened.



Simple teaching picture. Example business; not a live screen.

Your job

Try the route yourself. Use the tools you already have, and ask for help at the first confusing step.

Step by step: start here

1

Name the problem.

Some people like the soup but do not understand pickup. Write 'Make lunch details easier to find' before creating a promotion.

2

Improve the experience.

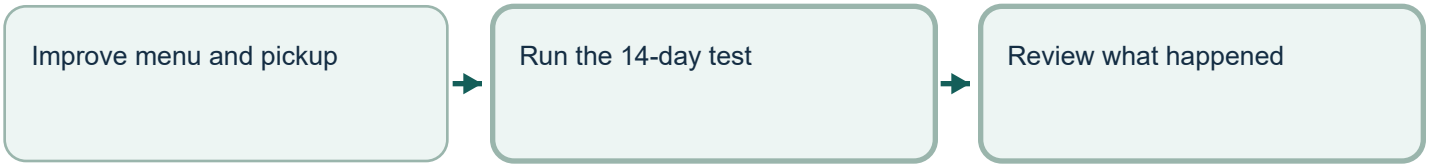
Add the real pickup location and hours beside the menu. Ask someone new to the cafe to follow those instructions.

3

Prepare a helpful message.

Try 'See this week's soup and pickup details: [link]'. Use the same page for the post, QR and tap. Ask the owner to approve the final version.

Picture the route



Before you continue

Explain the first three steps in your own words. If a link, account or permission is missing, write that down before moving on.

Finish the task and check it

4

Run the small approved test.

Record its start and end dates. Staff use the new pickup explanation and note any confusion or unavailable item.

5

Record the example result honestly.

Suppose there were 20 soup orders in the previous 14 days and 26 during the test. That is six more orders, but weather, opening hours and other factors may also matter.

6

Choose what to keep.

Keep clearer pickup instructions if they help. Decide whether to repeat the message or change it. Six extra observed orders do not prove the campaign caused six extra sales.

How you know it worked

You can explain the observed numbers, what is still unknown and the next decision. Do not promise a sales result from this example.

Show someone the result on your phone. If you get stuck, write which step stopped you and ask for help with that step.